

Please save this as a Word file, then provide your answer following each question. In 10 plus pages of content, double-spaced, please address the following and submit on April 6th on URCourses as a Word Document (not a Google Docs attachment) – for up to 10%! Higher grades will reflect depth of research and analysis. Treat this like a case ... fill in your response after each question. I am expecting you will do some online research (note your sources)

1. We have incurred a sudden shift in environmental realities with a direct impact on business. Research and discuss as a group how “Consumer” needs, preferences and ability to purchase will be impacted if a gradual return to normal would not begin until late summer of 2020. Which demographics / psychographics will be impacted? In what way? Why? Which retail sectors will do well? Which will not? Why? (3.0 / 10)

2. Review the marketing theory on “Derived Demand” (pages 122 & 123). Business-2-Business is very much impacted by consumer demand. And to some extent, consumers may not be able to get certain things they want, if businesses are unable to fill the need. Again, assume that a gradual return to normal would not begin until late summer of 2020. Which B2B sectors will do well and which not so much? Why? (3.0 / 10)

3. Building on this, with regard to your Marketing Plan that you did as a team project, assuming a gradual turnaround would not begin until late summer of 2020 and an entrepreneur was looking to start this business in September of this year, what would you recommend be done differently from what you have presented earlier? Why? Think of product ... price ... place ... promotion ... and other factors. (4.0 / 10)